

CLINICAL TRIAL HAS SURPRISING RESULTS

CONSUMPTION OF femMED BREAST HEALTH SUPPLEMENT SHOWS PROMISE IN REDUCING CANCER RISK

It's a little known fact that more than 90 per cent of breast cancer cases are closely associated with estrogen.

"The most enlightening thing that I have learned through this whole journey is that more than 90 per cent of breast cancer cases are closely associated with estrogen dominance," says

Shawna Page, founder and CEO of femMED.

"In fact, only five to 10 per cent of breast cancer cases are thought to be hereditary. When I have asked women about breast cancer and their risk, I often get the response that, 'Ooh well it doesn't run in my family so I probably won't get it,' or 'No one in my family has it so I feel pretty safe.' But when I tell them that more than 90 per cent of breast cancer cases have absolutely nothing to do with genetic makeup, their mouth drops to the ground."

A Health Canada approved clinical trial was conducted on premenopausal and post-menopausal women using a nutritional combination of ingredients known as femMED Breast Health. Researchers were pleasantly surprised to discover consumption of the femMED Breast Health supplement suggested a risk-reducing effect in

those subjects compared with the placebo group.

"With breast cancer affecting one in eight women, we are excited by the clinical trial results and the groundbreaking potential of such a unique and essential formula," says Dr. Maggie Laidlaw, director of clinical trials at Nutrasource Diagnostics. "Women now have access to a formula which could help them reduce their risk of estrogen-dominant abnormal breast cell growth."

femMED is a formulation comprised of six botanicals and vitamin D3. "There has been a substantial amount of media attention played on vitamin D and its role in cancer prevention. It is a key ingredient in this formulation along with the other botanicals," says Page. This combination has been on the market for more than four years and has proven to be extremely safe and effective.



WOMEN'S HEALTH SUMMIT

WHAT: femMED is sponsoring The Women's Natural Health Summit, moderated by Dr. Bryce Wylde, host of CP24's Wylde on Health, and will feature the following Toronto-based experts in women's health:

- Dr. Alvin Pettle, MD Integrative Medicine
- Sherry Torkos, Registered Pharmacist, Author, Health & Fitness Expert
- Kelli Young, Occupational Therapist, Couples and Sex Therapist

WHEN: Nov. 8, from 7 p.m.-10 p.m.

WHERE: University of Toronto, Earth Sciences Centre

Tickets available at ticketweb.ca